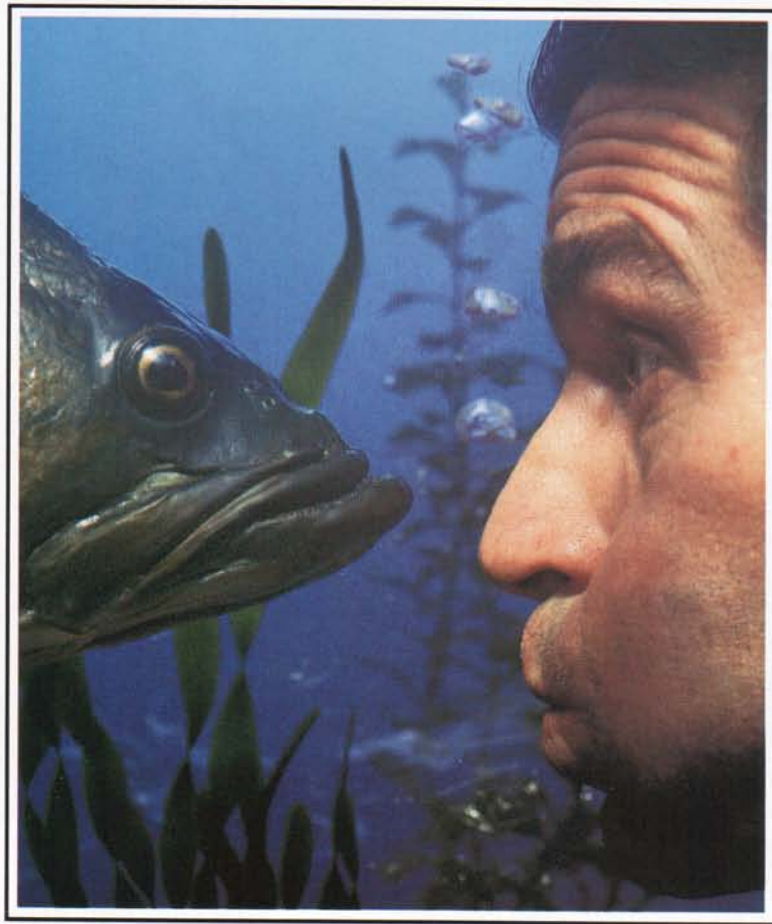


JOHNSON

OUTBOARDS



How To Outthink A Fish.

How To Outthink A Fish.



Outthinking a fish doesn't sound like much of a challenge if you're not into fishing. But if you play underwater hide and seek long enough, you learn to respect the cunning of the opposition.

Fish have several advantages. For one thing, they know the territory and can move without you seeing them. You on the other hand, know where they like to hide. But to truly

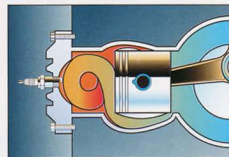
counter their advantage, you'll need a Johnson outboard to take you to them.

We know how fish think. That's why our outboards have specially engineered features designed to prevent them from taking you out of the game.

Which proves once again that nothing beats the experience.

Midrange Loopers

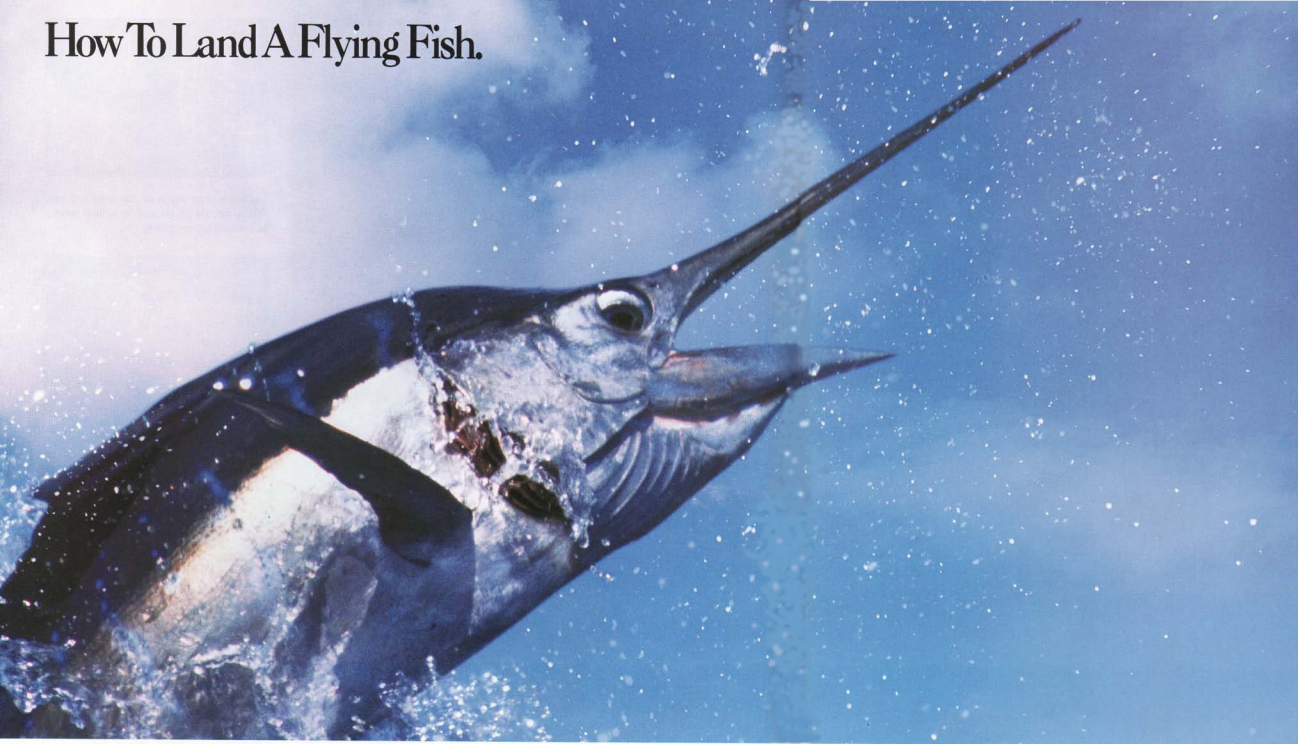
There are so many fish. So many places they hide. And so much water you must cover to find them. That's why this year Johnson is offering an even wider selection of in-line loop-charged outboards. For 1991, we're introducing a new 70 hp Back-troller model with power trim and tilt. It gives you all the power you need, plus the subtle feel for the water only a tiller handle offers.



Johnson loop charging maximizes power and efficiency by introducing new fuel charges to the cylinder and scavenging exhaust in a smooth loop pattern.



How To Land A Flying Fish.



You need an iron will, strong arms, and two feet planted firmly on the deck. Because when a three hundred pound monster rockets out of the water, you've got to be in total control.

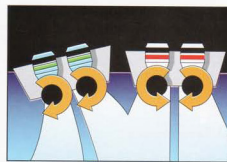
You need a captain who anticipates, a crew that tames the chaos and an outboard that responds — every time. Which

is why fishing enthusiasts who chase the big ones depend on Johnson® big Vs.

Johnson big Vs are known for precision engineering and uncompromising performance. And that's a comforting thought on the open water. Because when you're up against the unknown, you want experience on your side.

Big Vs

Whether your kind of boating demands power and speed or long range running and trolling, Johnson V-8s and V-6s can handle it. Our GT-300 V-8 was the first production outboard to be rated 300 hp. But aside from raw power, these outboards also provide the extras that keep you hanging tough, even in the biggest waters.



In the harbor or up on-plane, Johnson's exclusive combination power steering and counter rotation makes handling big boats finger-rip easy.



Our 300 V-8, the industry's first V-8 model, and our top-of-the-line muscle.

How To Find Paradise.



Quiet. Serenity. Solitude.

These days, paradise isn't easy to find. But it does exist. And with the right outboard, you *can* get there from here.

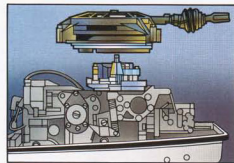
You'll need an outboard that's powerful enough to help you glide through strong currents. An outboard that's light enough to handle easily in shallow waters. An out-

board that's quiet, because noisy visitors aren't welcome in paradise.

Most of all, you'll need an outboard engineered for proven reliability. In other words, a Johnson Compact Twin. Because no matter how much you love paradise, sooner or later, you'll want to come home.

Compact Twins

Whether you're a seasoned fisherman or a first-time boater, you'll appreciate the quiet, easy, versatile performance of our twin cylinder outboards. And although your compact outboard may be the last thing on your mind when you get to your destination, you'll be happy to know we give as much care to constructing it as we do our "big-muscle" outboards.



Simplicity of design is the hallmark of our exclusive under-flywheel ignition system. Fewer components and fewer connections mean fewer things can go wrong.



Cross-charged 30